

**Petition of IDEA Boardwalk, LLC Requesting  
Amendment of Its Casino Hotel Alcoholic  
Beverage License  
(HQ Beach Club)**

By its Petition (PRN 1371304) to the Division of Gaming Enforcement (“Division”), IDEA Boardwalk, LLC d/b/a Flirt Bar, The Social, and HQ Nightclub (“IDEA”) requests an amendment to its Casino Hotel Alcoholic Beverage (“CHAB”) license by granting a Type II (hotel) authorization for an outlet to be known as HQ Beach Club located adjacent to the Boardwalk on the ground level of Revel Entertainment Group, LLC d/b/a Revel as depicted on the architectural drawing submitted as an exhibit to the Petition. IDEA seeks this authorization to allow the service of alcoholic beverages to patrons of HQ Beach Club. The Division has inspected the proposed outlet and found the aforementioned area suitable for Type II authorization in accordance with the Division’s regulations.

By Division Amended Order dated June 20, 2012, IDEA is authorized to utilize the management services of AMG Boardwalk, LLC ("AMG") with respect to the operation and management of its authorized CHAB locations within Revel. HQ Beach Club would be included in the outlets to be managed by AMG on behalf of IDEA.

Having considered the relevant provisions of the Casino Control Act, *N.J.S.A. 5:12-1 et seq.*,

I hereby ORDER that the Petition be granted and the CHAB license of IDEA be amended to authorize HQ Beach Club as a Type II CHAB outlet, subject to the following conditions:

1. Any IDEA employee who is responsible for the handling, storage or service of the alcoholic beverages within HQ Beach Club should be designated as a CHAB employee who possesses the requisite qualifications and has received training in the sale of alcoholic beverages to the public.
2. IDEA and AMG will train its employees and institute procedures to insure that service of alcoholic beverages will be only to those individuals who are 21 years of age or older and that such beverages are not served to individuals who are actually or apparently intoxicated.
3. Service of alcoholic beverages within HQ Beach Club will comply with all requirements attendant to Type II CHAB authorization, pursuant to *N.J.S.A. 5:12-103g(2)*, and with all applicable alcoholic beverage laws and regulations of the Division and, as deemed applicable, the Division of Alcoholic Beverage Control.
4. IDEA is to obtain all necessary approvals from other governmental agencies prior to commencing operation of HQ Beach Club as a Type II location.
5. All conditions set forth in the Division's Amended Order of June 20, 2012 as to the legal requirements and liabilities of IDEA and AMG for the operation and management of IDEA's CHAB outlets shall also apply in all respects to the operation and management of HQ Beach Club.

Dated: May 23, 2013

  
DAVID L. REBUCK  
DIRECTOR